

## Reference Sources in Journalism and Mass Communication

***Eleanor S. Block***

The nations of the world are linked together by increasingly fast, efficient and sophisticated means of communication. Satellites, cable, and other telecommunication methods are used to implement this mass communication. The mass media forms, radio, television, newspapers, magazines, film, etc., have influenced not only their resident population, they have the potential to influence all of us. The reference sources in this article are concerned with this *global* aspect.

In order to develop an understanding and appreciation of what is encompassed by the term "journalism," professionals in this area must have more than a basic knowledge of a wide variety of subjects including history, political science, literature, commerce, the behavioral sciences, and graphic arts. This is reflected in the course content of journalism studies which offer such diverse specialties as editorial journalism, advertising, public relations, public opinion, radio and television broadcasting, and photojournalism.

To a greater degree than most other disciplines, a good collection of reference materials in journalism and mass communication begins with a foundation based on the acquisition of the type of standard reference sources found in any good general reference section in an undergraduate or graduate library. Only then are the specialized reference sources that are available added to the collection.

An article titled, "Current Survey of Reference Sources in Journalism," appeared in a previous edition of *Reference Services Review* (January/ March 1981) in which this writer cited 59 reference materials that emphasized editorial journalism, i.e. writing, editing, and reporting the news.

This current survey will also contain reference sources concerning editorial journalism, but its focus is on a broader interpretation of mass communication. Most of the sources have been published or have appeared in new editions since 1980. Since subjects such as cinema, photography, speech, linguistics, and some aspects of radio and television have been covered adequately in other issues of *RSR* or are beyond the scope of this survey, they have been eliminated.

This current survey has been divided into seven format sections for the convenience of the reader, although the categories are not necessarily those designated by the Library of Congress for these titles. They have been chosen for their applicability and practicality. The categories are: Directories, Bibliographies, Bibliographic Guides, Dictionaries and Encyclopedias, Catalogs, and Miscellaneous.

## Directories

Directories are among the most useful forms of reference works in any library. They are the first place to search for the names, numbers and addresses of the people, institutions, and associations of various professions and subject areas. The directories in this survey reflect journalism's wide subject diversity and the growth and complexity of mass communications.

Nowhere in this survey is the vast size and influence of the mass communication or media industry demonstrated as well as in a new publication, *Knowledge Industry 200: America's Two Hundred Largest Media and Information Companies*.<sup>1</sup> Included in this directory are the 200 companies which represented 75.5 percent of the information industry revenue in the United States in 1981. The companies were chosen after an investigation of over 250 companies cited in such sources as *Advertising Age*, *Who Owns the Media* (also in this survey), *Folio*, *Broadcasting*, *Home Video and Cable Yearbook*, and the companies' own annual reports. Included are newspapers, magazines, television and radio stations, networks, motion picture companies, and book publishers.

The editor's stated purpose was to provide a ranking of these 200 largest companies with detailed data concerning their officers, directors, major divisions, other media holdings, ownership, and finances. The main body of the text consists of an alphabetical profile of the selected firms that contains such items as the number of employees, a description of the company, recent acquisitions and divestitures, divisions, and the information described above. The one to three page profiles often include a single page financial data table. The directory features a names and numbers list of all company officers and directors, an index to secondary companies that matches them to their parent company, and seven separate media revenue tables. All collections of materials in this subject area should include this 1983 publication.

Three directories described in this survey are the works of Richard Weiner, president of the Public Relations Publishing Company of New York. The first of Weiner's publications is the fourth edition of *Professional's Guide to Public Relations Services*.<sup>2</sup> It is a list and directory of all services that PR professionals might need in their line of work. It includes clipping bureaus, broadcast monitors, media directors, speakers bureaus, mailing services, etc. There is even a chapter on skywriting services. Each name/address entry is followed by a brief comment and evaluation written by the author.

Now in its sixth edition, Weiner's *News Bureaus in the United States*<sup>3</sup> is another important reference work. It covers newspaper, news magazine, and wire service syndicates but does not include broadcast media services. The arrangement is by state and then by major publications that are listed alphabetically by city. Each entry includes a telephone number, address, editor, news bureaus used by each publication, and the representative in each location. The book also offers some information concerning to whom news releases should be sent. Some of the entries are syndicates and groups rather than the news bureaus of a particular newspaper. While there is an index to publication titles and to syndicates, no index to names is included.

The three editions of *Syndicated Columnists* that have been published since 1975 are devoted to a combination of biographical and historical material concerning contemporary syndicated columnists and their columns. Much of the material is anecdotal in nature. In 1982 a newer and slightly changed version of this title was published, called *Syndicated Columnists Directory*.<sup>4</sup> It is a directory of syndicators and syndicates arranged by the type of column: advice, business, music, travel, hobbies, etc. In all there are 24 categories along with an additional

catch-all category. Each of the entries begins with the columnist's name, address, subject of column, telephone number, and column title. Mr. Weiner has changed this reference source into a more easily read and efficiently used directory. In fact, he states that one of the reasons for this change was the number of suggestions he received from librarians. However, the biographical/historical information was both interesting and informative so that both this edition and one of the earlier ones should be kept in the reference collection.

Another type of journalist is the cartoonist. The National Cartoonists Society, founded in 1946, is a professional association representing over 500 illustrators, advertising cartoonists, editorial cartoonists, strip and magazine cartoonists. In 1980 the Society released *The National Cartoonists Society Album*<sup>5</sup> that was compiled by Charles Green and Mort Walker (reknown for his Beetle Bailey comic strip). The information under each cartoonist's name was submitted by the cartoonists, and was written in a very personal style that often reflects their own brand of wit and humor. The 100-150 word entries concern the member's education, family, goals, and career, and are accompanied by a small black-and-white photograph and a separate example of the artist's work. In addition, each is printed in typical cartooning script, almost all of which seems that of the artist. The emphasis is on the members of the Society in the year of publication, but such famed deceased cartoonists as Al Capp (l'il Abner) and Walt Disney are included.

Cartooning is part of our popular culture as well as journalism. Cartooning books with reference value are not often published, although a few standard sources today were described in the earlier *RSR* article. This album, a limited edition, contains a list of Rueben Award winners from 1946-1978 for Outstanding Cartoonists of the Year as well as some other pertinent award winners and prizes.

*Adweek: 1983 Directory of Advertising*,<sup>6</sup> a quick reference guide to advertising agencies, media, and clients, is now published in five regional editions: East, Southeast, Midwest, Southwest, and West. For several years *Adweek Magazine* has published separate regional directories in three sections—agencies, clients, and media—so that there were 15 directories published annually. For the first time these separate sections are published in a single directory. The directory, published in typical magazine style and format, is arranged in several sections, the first of which is a list of specific brand names. For example, there are separate entries for Purina Dog Chow, Purina Dog Meal, Purina Cat Chow, etc. Addresses, phone numbers, and key personnel are listed, as are budget and expenditures by type of media. Most of the expenditure figures are for 1981 and 1982 although some available 1983 figures are reported.

The brand name category is followed by a list of advertising agencies including full service agencies, public relations agencies, and media buying services. Data are given concerning billing, major clients, and key personnel.

The last section in the main body of the directory is a media category. The media are represented by newspapers, magazines, radio and television stations, cable stations, networks and transit companies. Parent companies and their major representatives are also noted.

In all, over 4,000 brand names that have a media advertising budget of over \$250,000 each for 1982—1983 are described.

The Midwest directory has a list of the top 29 regional brands, as well as a ranking of the top 59 brands in the country in 1982. It also features a list of the top regional agencies and other agencies as well. The regional directories are available either separately or at a reduced price when additional directories are purchased. They are free to *Adweek* subscribers. Also available are *Adweek's* national client, agency, and media directories.

The last of the directories in this section of the survey concerns journalism competitions. Alan Gadney has published a number of books that cover contests, scholarships, and other competitive events. In his 1978 edition of *Gadney's Guide to International Contests, Festivals, and Grants*, he described over 350 separate events in the category of Writing and Print Journalism. Recently he has published books on competitions in several media areas instead of trying to cover everything in one volume. One of these is *How to Enter and Win Non-Fiction and Journalism Contests*.<sup>7</sup> In this book, he lists 398 events divided into 41 sub-categories such as Health Journalism, Journalism Internships, Sport Journalism, and Journalism Residence Fellowships. The book includes contests, trade fairs, festivals, grants, loans, scholarships, fellowships, residencies, and training programs.

## Bibliographies

The reference materials in this part of the survey document the growth and importance, as well as the dissemination of the literature on mass media communication both here and abroad. This literature appears in the form of books, articles, government reports, pamphlets, and a variety of alternative forms. The importance of the global effect of journalism is reflected by the many languages other than English in which the literature is published, and by the fact that many of the bibliographies are published and distributed by UNESCO.

*A New World Information and Communication Order: Toward a Wider and Better Flow of Information*,<sup>8</sup> a bibliography of UNESCO holdings, was published in December 1979. *Its Supplement: 1980-1981*<sup>9</sup> is also available. The supplement contains 400 citations to literature located at the Communication Documentation Centre of UNESCO, Paris—books, conference papers, reports, documents, and articles on such topics as Freedom of the Press, the International Commission for the Study of Communication Problems, Advertising, Allocation of Frequencies, News Agencies, Media Imperialism, and Foreign News. The main list of citations is in alphabetical order by main entry and offers standard bibliographic information. A subject index follows. Of the almost 100 subject headings, almost half are either country names or other geographical terms.

UNESCO has also published and distributed an annual since 1976 called *List of Documents and Publications in the Field of Mass Communication*.<sup>10</sup> It is divided into three parts: a main list, a subject index, and a personal name list. While most of the citations are in English, others are in French, German, Spanish, and Russian. The main entry list contains an ISBN number, a UNESCO accession number, a list of key words that describe the content of the work, a microfiche number, and the language of the text. While otherwise excellent, the annuals are printed in very close and difficult to read type.

The next four bibliographical reference sources are devoted to more specialized and narrower fields of interest within the scope of mass communication. The first, *The Economics of Communication*,<sup>11</sup> covers a new interdisciplinary subject on which little pertinent literature has been available until recently. The topic is concerned with the economic analysis of communication media. Included are 366 items, most of which have been published since 1970, although some date from the late 1960s. All of the works cited are in English from American, Australian, and British sources. Each of the entries is followed by a non-evaluative abstract that ranges from one to six paragraphs. The topics are broad and cover such areas as press ownership, control of the mass media, telecommunication, and the effect of market power.

John Lent is the author of numerous books and articles dealing with communication in other countries, particularly those in the Third World. He is associated with the Department of Journalism of Temple University. One of his latest books is *Caribbean Mass Communications*,<sup>12</sup> a comprehensive bibliography of literature on the mass media in the islands of the British Commonwealth, the Dutch and French Islands, Cuba, Dominican Republic, Haiti, Puerto Rico, and the Virgin Islands. In all, there are about 2,250 articles and monographs, many of which have brief annotations or notes. Lent compiled this information while doing research in the Bahamas, Jamaica, Martinique, Trinidad, Dominica, Barbados, and other island locations during a several year period. Most of the materials are in English, although a few are in either French or Spanish. The entries are divided by region or country, or by subject, and cover newspapers, books, radio, television, and public relations. Although most of the sources are recent, a few date from the 18th and 19th centuries. A 17-page addendum extends the coverage to May 1980.

There is an admitted bias to the selections that are chosen for inclusion in the irregularly published *Marxism and the Mass Media*.<sup>13</sup> Published in paperback, the individual numbers of this series have as their stated purpose "to compile a multi-lingual annotated bibliography of Marxist, left and critical studies on all aspects of communication and culture." All of the cited materials are located in the library of the International Mass Media Research Center in Bagnolet, France, although most of it is available elsewhere. The Center published the numbers of this series as part of their "continuing effort to develop Marxist communication and cultural theory and left cultural studies." The works cover such topics as press, radio, television, publishing, public opinion, advertising, journalism, cultural imperialism, film, and mass culture. Each issue contains 500 entries that date from the mid-19th century to 1980 in English, French, Spanish, German, and Italian, and come from books, pamphlets, articles, reviews, and dissertations. The broadly classified subject index contains such headings as The Working Class, Workers, and Left, and Popular Press. It also features a country and an author index. Issues No. 6-7 (one piece) contains a list of books received in the French library which have not yet been annotated in the series. Since it covers 1,856 items, this was a significant list. Aside from its obvious bias and partialities, this reference is a source of materials not often cited in more commonly used sources and should be acquired for upper level collections.

The last two bibliographies concern the field of advertising. Alice Courtney's *Sex Stereotyping in Advertising*<sup>14</sup> contains 250 citations from American, Canadian, and British sources, most of which were published in the 1970s. The mostly scholarly materials are arranged into eight major categories; existence of sex stereotypes, effects of sex stereotypes, attitudes towards sex stereotypes, effectiveness of sexual stimuli, preference of sex role portrayals, changes in sex roles, improving the portrayal of the sexes, and future sex stereotyping research. Each of the categories is further subdivided into relevant areas. The citations include items from such sources as *Advertising Age*, *Journal of Marketing Research*, *Journal of Communication*, *Journal of Broadcasting*, books, and dissertations.

The many sources cited in *Information Sources in Advertising History* cover the subject as it appears in journals, histories, directories, and government reports. The materials, compiled by Richard W. Pollay of the University of British Columbia in Vancouver, cover the history in two formats: bibliographic essays, and standard annotated bibliography. Two of the signed essays discuss economic, commercial, and professional sources of advertising research data, while the third concerns the advertising trade press. The annotated bibliography covers about three-quarters of the volume. Only English language materials are included, almost all of which are American. Included are reference works, biographies, histories, organizations and institutions, psychology

and sociology, case histories, and fiction. Section Four includes information concerning 153 archival collections, libraries, information centers, association offices, historical societies, museums, and corporate offices. An address, phone number, contact person, and a good description of the holdings of each location follows.

## **Bibliographic Guides**

The five reference sources chosen to be included in this section of this survey are also bibliographies and could have been described under that category. They have been separated since they are only partial bibliographies and include other important materials that should be emphasized.

The late Fred L. Genther was a librarian on the staff of the Robert E. Kennedy Library of California Polytechnic State University at San Luis Obispo. Shortly before his death, he edited and compiled a guide to the journalism materials in his library which was titled, *Guide to News and Information Sources for Journalists*.<sup>16</sup> It serves a dual function, the first of which is the reason it has been included in this article. It is a guide to a variety of library reference materials of interest to journalism students and to working professionals. The materials have been divided into 23 categories such as the history of journalism, marketing, public relations, style manuals, writing market guides, dictionaries, and directories. Each title is followed by the publishing information and a very good non-critical annotation describing its scope and usage. There is also a section on how to do research in journalism. While the emphasis is on sources that are of particular interest to Californians, almost all of the important standard materials are noted and discussed. The second purpose of the guide is to describe pertinent holdings on the subject in the university library. For this reason call numbers, locations, and a complete list of the newspaper holdings are included. This pamphlet-type publication is an excellent introduction to the basic reference sources and at \$4.75 is well worth the price.

The Television News Study Center at George Washington University in Washington, DC, is a research library and referral service for the analysis of television news. It is not an archive for the actual newscasts. These are held in the collections of other libraries and institutions, and the Center produces a guide to these television network news resources. *Television News Resources: A Guide to Collections*<sup>17</sup> tells the user how to locate transcripts, paper indexes, reference guides, film, videotape, and other resource materials available in American collections. The hours, coverage, address, phone number, restrictions, costs, and the mail handling rules are listed for 20 collections.

The Black newspaper and the Black periodical press are the subjects of the two reference sources that follow. They would be equally important in Black study collections and in some history libraries, as well as in journalism. The first is a bibliography and research guide about Black newspapers published between 1880-1915 that are located in the collections of historical societies, libraries, museums, and other special archives. Georgette Merritt Campbell is the author of *Extant Collections of Early Black Newspapers: A Research Guide to the Black Press, 1880-1915*.<sup>18</sup> During her research, she was able to document 180 titles out of a possible 1,869. Many are still being published today. The geographically arranged entries contain the dates covered, founding and cessation dates, location(s) of extant collection, and the type of microform format in which it is available. The volume also features an alphabetical list of the newspaper

titles. Approximately one-third of the book's 401 pages are devoted to an index of the *Boston Guardian* for the years 1902-1904. The paper was actually published from 1901-1960. Campbell chose to do this index since the paper is held in microfilm in many libraries and its indexing serves as a pilot project to show that this can be done. The index includes people, places and the subjects of stories and editorials, and an index to photographs. It features a good bibliography of books and articles on the Black press in the United States.

Walter C. Daniel's *Black Journals of the United States*<sup>19</sup> is a complement to Campbell's work. It is part of Greenwood Press's historical guides to the world's periodicals and newspaper series. More than 100 Black magazines published between 1827 and the 1980s are profiled. It does not include newspapers. Each of the titles is accompanied by an essay on the history, background, publication history, and editorial policies of the journal. The profiles are arranged in two sections: *Information Resources* and *Publication History*. The former includes a bibliography, index source, and the location of archival copies. The Publication History is arranged in tabular format and provides title changes, volumes and issues, places and names of publishers and editors, and circulation figures. Those profiles not written by Daniel are signed. The profiles are usually three pages in length and cover only newspapers published in English in the United States.

The last book in the Bibliographic Guides section of the survey is similar in purpose and content to the Black press publication although its subject is very different. *A Graphical Directory of English Newspapers and Periodicals, 1702-1714*<sup>20</sup> is concerned with every newspaper and magazine published during the reign of Queen Anne in England. Only extant publications seen by the author in facsimile, paper or microform are included. No Scottish, Irish, or American newspapers of the period are listed. There are two parts to the text. Part I is an index and list of all printers, publishers, and booksellers whose names actually appeared somewhere in the extant papers or periodicals. Their addresses and the pertinent dates are recorded. This part also has a chronological index of extant titles arranged on a year-by-year basis. Part II outlines all extant numbers of the titles and their library holdings. This second part also features a publishing history of each title with the names of printers, the frequency of publication, and notes about its readers and contents. The holding libraries include institutions in England, the United States, and Canada. The reference work is of importance and significance, but its spiral bound paper format and its wide pages are a negative factor.

## Dictionaries/Encyclopedias

Two of the most important and valuable sources in this entire survey are found in this category. Both are highly recommended for almost all general reference surveys and are significant contributions to the literature of journalism.

The over 1,000 entries in Paneth's *Encyclopedia of American Journalism*<sup>21</sup> combine to make this a highly successful attempt to cover all aspects of journalism. According to its publishers, it is the first encyclopedia of American journalism that has ever been published. The entries vary from typical dictionary style definitions to short articles on personalities, publications, trends, associations, and organizations. Some articles on special subjects, such as the Pulitzer Prize and the history of newspapers, are essay length. Over 100 black-and-white photographs are distributed throughout this single volume work. There are articles under newspaper names, pioneer radio and television stations, cartoonists, newspaper chains, acronyms, and news agencies. It also has lists of awards and award winners. The subject index is arranged in over 50 broad

categories with many subheadings such as Black Journalism, Comic Strip Artists, Foreign Correspondents, Muckrakers, Publishers, Reporters, War Correspondents, and Women Journalists.

One disconcerting peculiarity should be noted. Many journalistic terms appear under one broad heading (e.g., Military Terms, Economic Terms) instead of in alphabetical sequence. Unless the user knows what type of term a word is, it cannot be found.

Journalism research and scholarship has been enhanced by the recent publication of *World Press Encyclopedia*<sup>22</sup> edited by George Kurian for Facts on File, Inc. It is devoted to complete and detailed profiles on the state of the press in each of 180 countries. This two volume set presents global journalism and communication in fantastic detail. Signed articles written by 46 expert contributors cover the history, operation, and statistical information on the world's press. The press is analyzed on four levels: economic, political, professional, and philosophical.

The main body of the encyclopedia is divided into four sections. The first is composed of six chapters concerning the international press in the past, present, and future. The second is a detailed analysis of the press systems in the 82 major countries that have developed press systems. Information is given in the separate signed articles on the population, area, GNP, literacy rate, languages and numbers of dailies, non-dailies, radio stations, periodicals, radio receivers and television sets, newsprint consumption, newspaper ad receipts, and circulation figures. The articles contain historical background, the history of particular newspapers, circulation charts and tables, audience analysis, comments on the quality of journalism, religious and ethnic distribution, the foreign language press, minority press, the economic climate, influence of the media, concentration of ownership, press laws, censorship, state-press relations, attitude toward the foreign media, news agencies, electronic media, education and training of journalists, some trends, and a chronology of press history for the last five years. This information is followed by a good bibliography of books, articles, and other types of material, most of which is in English or the language of the country in question. The profiles vary in length from four to 20 pages, although the one for the United States covers 76 pages and includes 48 tables. Each of the profiles in this section covers the same subject areas and follows the same organization pattern.

The third section of the encyclopedia features a condensed form of the same type of information in one page articles on 33 smaller and less developed press systems. The last of the four sections concerns the underdeveloped press systems of 65 smaller countries. Since they have very minimal press or media, all 65 countries are covered in tabular format on 16 pages.

Section V contains several worthwhile appendices including a list of the world's 50 great dailies, a list of news agencies by name, a list of datelines and agencies by their abbreviations, a selected international list of press periodicals with address and frequency of publication, a list of international, national, and regional press associations and unions, and a variety of charts indicating media rankings. There is also an excellent index.

Little more can be added about the coverage, scope, and detail offered by the reference source. Its price of \$120 may be high, but well worth it for obvious reasons.

Longman Publishers of New York publish a number of titles on mass media. Their *Longman Dictionary of Mass Media and Communication*<sup>23</sup> gives brief definitions of words and phrases on all aspects of the mass media and is aimed at the journalist, printer, PR professional, advertisers, broadcasters, and graphic artists. The terms have been selected by a panel of 14 contributors who represented the various mass media. Acronyms, abbreviations, associations, and organization names are also included. There are no photographs or illustrations. It is of interest to note that Ruth Kimball Kent's *The Language of Journalism*, published in 1970 by the Kent State



University Press (no longer in print) has 132 pages of text, while the Longman Dictionary has 255 pages. While the *Encyclopedia of American Journalism* (see above) also acts as a dictionary, the media coverage is broader in the Longman dictionary and complements the encyclopedia.

## Indexes

There have been two editions of the *Index to Journals in Communication Studies*. The first edition covered the years through 1974<sup>24</sup> and the later edition extended the coverage through 1979.<sup>25</sup> Except for the years covered, both editions are alike in style, coverage, and format. These publications were written by Ronald J. Matlon through the auspices of the Speech Communication Association in Annandale, VA. The later edition indexes a total of 14 different journals on speech and communication, including *Journalism Quarterly*, the *Journal of Broadcasting*, and *Communication Quarterly*. Part I is a copy of the table of contents of each of the journals beginning with volume one to 1979, listed year-by-year and volume-by-volume. Book reviews, editorial matter, and other extraneous material have not been printed. The title entries are accompanied by the author's name and the pagination. Part II is a list of contributors. Part III is a very complex listing of the subjects arranged into categories that have been established by the National Center of Educational Statistics. Each category and its many subdivisions are assigned a digit coding system. For example, Journalism is 05.06 while the code for Journalism History is 05.0606. There is an alphabetically arranged key-word subject index, but this refers the user back to the classification scheme. A clearer and more useful arrangement for subject access would be a great help for the casual user. The table of contents format, rather than the subject/ author indexing found in most periodical indexes, can be useful when the subject cannot be easily defined. In light of these shortcomings, these editions cannot be recommended as a first purchase, but they may serve as interesting supplementary material.

*The New York Times* has had its own newspaper index for a very long time, as well as some special indexes to its varied features. In 1970, a volume that indexed all the obituaries that appeared on its pages from 1858-1968 was published. The more recent *The New York Times Obituary Index 1969-1978*<sup>26</sup> extends this coverage for an additional ten years and adds about 36,000 names. There are some differences in the two obituary index volumes. The newer edition not only gives the location of the text, it contains full-text reprints of the obituary columns of 50 notable persons in the forms in which they actually appeared. These reprints begin with an enlarged reproduction of the first page story superimposed on a reproduction of the full first page of the *Times*. The rest of the text follows. In some cases, not only is the actual obituary cited, articles about the funeral, the estate, memorial services, etc. are included.

An interesting innovation is the use of asterisks to indicate that these people had an accidental death, a death that may or may not have been accidental, or an unexplained violent death. Other asterisks identify names that were culled from those listed in the Murders and Suicides section of the newspaper.

The *NewsBank Index*<sup>27</sup> is a current awareness service that indexes a selected number of articles that have appeared in over 100 city newspapers throughout the United States. The articles are filmed and reproduced on microfiche cards that are sent out monthly. Articles on the same subject appear together in each month's file. The articles cover the news in 14 broad subject

classifications including education, law and legal systems, transportation, environment, consumerism, social relations, and health.

A paper index to the microfiche news articles is published monthly and cumulates quarterly and annually. The paper indexes are arranged alphabetically with many subcategories and "see" references. The entries include the geographic origin of the event, a microfiche category abbreviation, a microfiche card number, and grid coordinates. The paper index is not annotated nor is the name of the newspaper in which the article appears listed. One article can appear under a variety of index terms.

Each state is represented by at least one newspaper title, often that of the state capital.

NewsBank offers other special services. The *NewsBank Review of the Arts* accesses material on film, television, the performing arts and literature, and *Names in the News* includes biographical material on individuals and groups.

While these microfiche services are very expensive, their value lies in their extensive coverage and currency. Each fiche is issued within a short time of the newspaper's actual issue date. In addition, none but the largest newspaper library collection has over 100 newspapers from every state, nor are many of the titles indexed in other sources.

## Catalogs

Many states now have union catalogs that detail the newspaper and/or periodical holdings published in the state and held in their libraries and other archival collections. North Dakota can now be added to this list since the recent publication of *North Dakota Newspapers, 1864-1976*.<sup>28</sup> This union list was compiled by Carol Koehmstedt Kolar with the assistance of the North Dakota Institute for Regional Studies, located at the North Dakota State University in Fargo. Each of the newspapers is listed geographically by city and notes are included for title changes, location of extant files, language, dates (if still currently being published), and frequency of publication. More than 80 of the titles are in a foreign language (primarily German) or have foreign language columns. The book also has an alphabetically arranged list of titles and a bibliography. This list was originally compiled in 1964 and at a later date additions and changes were made to update it to 1976.

Arabic newspapers are the subject of George Dimitri Selim's *Arab-World Newspapers in the Library of Congress: A List*.<sup>29</sup> This slim paperback, distributed by the U.S. Government Printing Office includes newspapers published in both Arabic and Latin Scripts, as well as those published outside of the Arabic countries in Arabic script. A total of 19 Arabic language newspapers are published in the United States. The other languages involved are English, French, German, Italian, and Spanish. The volume has three indexes: Arabic language titles, Western language titles, and place names. Specific holdings of the Library of Congress are noted. All of the Arabic script has been transliterated.

## Miscellaneous

This last category is often useful for pieces that just do not seem to fit into other classifications. The first of these is *The UPI Broadcast Stylebook*,<sup>30</sup> a handbook and manual that has been published since 1943 in many editions. It was first called the *United Press Radio Style*

*Book*. Now in its sixth complete rewrite, it is a companion to the many newspaper style books that are available in print. While there are only 64 pages in this paperback volume, it contains the elements that go into making a standard style manual: rules for punctuation and grammar, attribution rules, words that should not be used, and a lexicon of words that often cause problems for journalists for a variety of reasons. The lexicon is 26 pages long. There is no index, which would be helpful for certain elements of style. All journalism collections should include this title among their reference holdings.

Few books offer the variety of charts, tables, and other statistical analyses that are found in the second edition of Benjamin Compaine's *Who Owns the Media? Concentration of Ownership in the Mass Communications Industry*,<sup>31</sup> a 1982 publication. In the first section of this survey that discusses directories, a new reference work called, *Knowledge Industry 200: America's Two Hundred Largest Media and Information Companies* was described. It ranked and gave statistics concerning these 200 companies in tabular format. While it reported the ownership of mass media companies, it did not emphasize the issue of the concentration of ownership. Media ownership of newspapers, television and radio stations, magazines, theatrical films, books, and cable and pay television are discussed in eight chapters, most of which were Written by Compaine. The written sections are supplemented by a total of 118 charts, graphs, and tables on every aspect of ownership. This edition includes a much more detailed discussion of the cable industry and more information about recent mergers, acquisitions, and demises of America's daily newspapers. It also features an excellent bibliography and index.

The final reference source to be included in this survey is an annual that began publication in 1981. *Advertising Age Yearbook*<sup>32</sup> distills the facts and events in advertising and marketing published during the preceding year in *Advertising Age*. This heavily illustrated reference book features an industry-by-industry survey of statistics on advertising, sales, income and billing for the 100 leading national advertisers, a year in review section, and a full-color section of representative advertising, promotion and graphic arts. The 1981 edition has essays written by top advertising and marketing leaders. Those libraries with a focus on advertising and those that have subscriptions to *Advertising Age* will want to consider adding this to their collection.

## Conclusion

This survey of current materials available in the field of journalism and mass communication has included almost every facet of that subject area and a variety of formats including books, serials, and microfiche. The 32 sources chosen represent some of the very best materials and a few that have flaws. Even those less than perfect have interesting and important features. It will be exciting to see what the future holds.

## NOTES

1. *The Knowledge Industry 200*. Comp. by Knowledge Industry Publications, Inc. Detroit, Gale, 1983. \$88. (Communications Library) 411 p. LC 83-645543. ISBN 0-8103-1624-2. ISSN 0736-6795.
2. Richard Weiner. *Professional's Guide to Public Relations Services*. 4th ed. New York, Richard Weiner, Inc., 1980. \$60. 390p. LC 79-66661. ISBN 0-913046-108.

3. Richard Weiner. *News Bureaus in the U.S.* 6th ed. New York, Public Relations Publishing Company Inc., 1981. \$25. 189p. LC 80-83995. ISBN 0-913046-019.
4. Richard Weiner. *Syndicated Columnists Directory*. Rev. ed. New York, Public Relations Publishing Company Inc., 1982. \$30. 97p. LC 82-80079. ISBN 0-913046-14-0.
5. *The National Cartoonists Society Album*. Comp. by Charles Green and Mort Walker. National Cartoonists Society, Nine Ebony Court, Brooklyn, NY 11229, 1980. \$15. 172p.
6. *Adweek: 1983 Directory of Advertising*. 1983-. Adweek, 820 Second Avenue, New York, NY 10017. ISSN 0-99-2864. Regional directories are \$15 each or \$60 for the set. The National Directories are \$20 each or \$15 each if four or more are ordered.
7. Alan Gadney. *How to Enter and Win Non-Fiction and Journalism Contests*. New York, Facts on File, Inc., 1981. 205p. LC 81-2179. \$14.95. ISBN 0-97196-518-6. \$6.95pa. ISBN 0-87196-553-4.
8. *A New World Information and Communication Order: Towards a Wider and Better Balanced Flow of Information: A Bibliography of UNESCO Holdings*. Communication Documentation Centre, Division of Free Flow of International Communication Policies, UNESCO, 75700 Paris, December 1979. CC/80/WS/24. No price available.
9. *A New World Information and Communication Order: Towards a Wider and Better Balanced Flow of Information. Supplement 1980-1981*. Communication Documentation Centre, Division of Free Flow of International Communication Policies, UNESCO, 75700 Paris. CC/82/WS/12. No price available.
10. UNESCO. *List of Documents and Publications in the Field of Mass Communication*. 1976-. Annual. Communication Documentation Centre, Division of Free Flow of Information and Communication Policies, UNESCO, 75700 Paris. CC/ 81/WS/17. No price available.
11. Karen P. Middleton. *The Economics of Communication: A Selected Bibliography With Abstracts*. New York, Pergamon Press, 1981. \$25. 249p. LC 80-20505. ISBN 0-08-026325-9.
12. John A. Lent. *Caribbean Mass Communication: A Comprehensive Bibliography*. Los Angeles, Crossroads Press, 1981. \$20. (The Archival and Bibliographic Series) 152p. LC 82-126147. ISBN 0-918456-39-8.
13. *Marxism and the Mass Media: Towards a Basic Bibliography*. 1972-. International General, PO Box 350, New York, NY 10013 or International Mass Media Research Center, 173 Avenue de la Dhuys, 3170 Bagnolet, France. V.6--7. \$7.50. LC 75-642645. ISSN 0098-9509. ISSN 0-88477-008-7.
14. Alice E. Courtney. *Sex Sterotyping in Advertising: An Annotated Bibliography*. Marketing Science Institute, 1000 Massachusetts Avenue, Cambridge, MA 02138, 1980. \$6. 96p. LC 80-100.
15. Richard W. Pollay. *Information Sources in Advertising History*. Westport, CT, Greenwood Press, 1979. \$35. 330p. LC 78-75259. ISBN 0-313-21422-0.
16. Fred L. Genthner. *Guide to News and Information Sources for Journalists*. Rev. ed. San Luis Obispo, CA, Robert E. Kennedy Library, California Polytechnic State University. Order from El Corral Bookstore, California Polytechnic State University, San Luis Obispo, CA 93407. 1981. \$4.75pa. 58p.
17. *Television News Resources: A Guide to Collections*. Prep, by Fay C. Schreibman. Television News Study Resources Center, Reserved Media Resources Dept., The Gelman Library, George Washington University, 2130 H Street, Washington, DC 20052. 1981. \$3pa. 27p.

18. Georgetta Merritt Campbell. *Extant Collections of Early Black Newspapers: A Research Guide to the Black Press, 1880-1915, With An Index to the Boston Guardian, 1902-1904*. Troy, NY, Whitson Publishing Company, 1981. \$28.50. 401p. LC 80-51418. ISBN 0-87875-197-1.
19. Walter C. Daniel. *Black Journals of the United States*. Westport, CT, Greenwood Press, 1982. \$45.50. (Historical Guides to the World's Periodicals and Newspapers) 432p. LC 81-13440. ISBN 0-313-20704-6.
20. W.R. (William Reynolds) McLeod. *A Graphical Directory of English Newspapers and Periodicals, 1702-1714*. The School of Journalism, West Virginia University, Morgantown, WV 26506. 1982. \$25. 320p. LC 82-112497. ISBN 0-930362-05-5.
21. Donald Paneth. *The Encyclopedia of American Journalism*. New York, Facts on File, Inc., 1983. \$49.95. 548p. LC 81-12575. ISBN 0-87196-427-9.
22. *World Press Encyclopedia*. 2v. Ed. by George Kurian. New York, Facts on File, Inc., 1982. \$120. 1,202p. LC 80-25120. ISBN 0-87196-392-2 (vl). ISBN 0-87196-497-x (v2). ISBN 0-87196-621-2 (2 volume set).
23. *Longman Dictionary of Mass Media & Communication*. Ed. by Tracy Daniel Connors. New York, Longman, 1982. 25 5p. LC 82-92. \$24.95. ISBN 0-582-28337-x. \$12.95pa. ISBN 0-582-28336-1.
24. Ronald J. Matlon and Irene R. Matlon. *Index to Journals in Communication Studies Through 1974*. Speech Communication Association, 5105 Backlick Road, Annandale, VA 22003. 1975. \$16.95pa. 365p. LC 76-358494.
25. Ronald J. Matlon, *Index to Journals in Communication Studies Through 1979*. Speech Communication Association, 5105 Backlick Road, Annandale, VA 22003. 1980. \$16.95pa. 531 p.
26. *The New York Times Obituaries Index II, 1969-1978*. New York, New York Times Company, 1980. Available from Microfilming Corporation of America, 1620 Hawkins Avenue, PO Box 10, Sanford, NC 27330. \$85. 131p. ISBN 0-667-00598-6.
27. *NewsBank Index*. January 1982- . Monthly with Annual and Quarterly Cumulations. NewsBank Index, 58 Pine Street, New Canaan, CT 06840. \$1,590 for paper indexes and microfiche (1984). LC 82-22222
28. Carol Koehmstedt Kolar. *North Dakota Newspapers, 1864-1976: A Union List*. North Dakota Institute for Regional Studies, Minard Hall, North Dakota State University, Fargo, ND 58105. 1981. \$20. 448p.
29. George Kimitri Selim. *Arab-World Newspapers in the Library of Congress: A List*. Washington, Library of Congress, 1980. For sale by the Supt. of Documents. Stock #030-000-00120-6. \$5.50pa. (Near East Series) 85p. ISBN 0-196-3562.
30. *The UPI Broadcast Stylebook: A Handbook for Writing and Preparing Broadcast News*. By the Editors of UPI Broadcast Services. New York, United Press International, 1979. Available from UPI Broadcast Stylebook, United Press International, 360 N. Michigan Avenue, Chicago, IL 60601. \$3 for UPI Subscribers. \$3.95pa. for all others. 64p.
31. *Who Owns the Media? Concentration of Ownership in the Mass Communications Industry*. 2nd ed. Ed. by Benjamin M. Compaine. White Plains, NY, Knowledge Industry Publications, 1982. \$45. 529p. LC 13039. ISBN 0-86729-007-2.
32. *Advertising Age Yearbook*, v.1 1981- . Annual. Chicago, Crain Books, 1981. \$29.95. LC 81-641487. ISBN 0-87251-056-5.